

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
Date received \_\_\_\_\_  
Received by \_\_\_\_\_  
Aldermanic District 9/1/21  
11:30 a.m. **RECEIVED**  
Zoning District \_\_\_\_\_  
Urban Design District \_\_\_\_\_  
Submittal reviewed by \_\_\_\_\_  
Legistar # \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

### 1. Project Information

Address: 504 - 524 W Johnson Street, 308 - 312 Bassett Street, and 505 - 527 Conklin Place

Title: Verve - Madison

### 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested October 6, 2021

- New development       Alteration to an existing or previously-approved development  
 Informational       Initial approval       Final approval

### 3. Project Type

- Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
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 Planned Development (PD)  
     General Development Plan (GDP)  
     Specific Implementation Plan (SIP)  
 Planned Multi-Use Site or Residential Building Complex

#### Signage

- Comprehensive Design Review (CDR)  
 Signage Variance (i.e. modification of signage height, area, and setback)  
 Signage Exception

#### Other

- Please specify \_\_\_\_\_

### 4. Applicant, Agent, and Property Owner Information

**Applicant name** Mitch Korte, Development Manager  
**Street address** 3000 Locust Street  
**Telephone** 314-805-1961

**Company** Subtext Development  
**City/State/Zip** St. Louis, MO 63103  
**Email** mkorte@subtextliving.com

**Project contact person** Jessica Vaughn, AICP  
**Street address** 161 Horizon Drive, Suite 101  
**Telephone** 608-848-5060 Ext. 277

**Company** JSD Professional Services, Inc.  
**City/State/Zip** Verona, WI 53593  
**Email** jessica.vaughn@jsdinc.com

**Property owner (if not applicant)** Lulu Zhang  
**Street address** 2515 Carmelita Avenue  
**Telephone** \_\_\_\_\_

**City/State/Zip** Belmont, CA 94002  
**Email** zhanglulu1@gmail.com

**5. Required Submittal Materials**

- Application Form**
- Letter of Intent**
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
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- Filing fee**
- Electronic Submittal\***
- Notification to the District Alder**
  - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Kevin Firchow on August 5, 2021.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Mitch Korte Relationship to property Authorized Agent  
 Authorizing signature of property owner [Signature] Date 8/28/2021

**7. Application Filing Fees**

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Please consult the schedule below for the appropriate fee for your request:

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- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

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## Introduction

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- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

## Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)*

## 2. Initial Approval

- Locator Map
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- Contextual site information, including photographs and layout of adjacent buildings/structures
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- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

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## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
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- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

## 4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
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- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
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- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
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**Street address** 161 Horizon Drive, Suite 101  
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**Property owner (if not applicant)** Arthur Luetke  
**Street address** 1741 Commercial Avenue  
**Telephone** 608-240-8840

**Company** Subtext Development  
**City/State/Zip** St. Louis, MO 63103  
**Email** mkorte@subtextliving.com

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**City/State/Zip** Verona, WI 53593  
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**Property owner (if not applicant)** Mitch Blazek  
**Street address** 505 University Avenue  
**Telephone** 608-256-7368

**Company** Subtext Development  
**City/State/Zip** St. Louis, MO 63103  
**Email** mkorte@subtextliving.com

**Company** JSD Professional Services, Inc.  
**City/State/Zip** Verona, WI 53593  
**Email** jessica.vaughn@jsdinc.com

**City/State/Zip** Madison, WI 53703  
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There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

## Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)**

## 2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

## 4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

September 1, 2021

Mr. Kevin Firchow  
Principal Planner, Planning Division  
City of Madison Department of Planning & Community & Economic Development  
215 Martin Luther King Jr. Blvd., Ste 017  
Madison, WI 53703

**RE: Letter of Intent - Informational Presentation Application**  
Urban Design Commission  
Verve Madison – Subtext Development  
**(JSD Project #: 21-10219)**

Mr. Firchow,

On behalf of Subtext Development, JSD Professional Services, Inc. is pleased to submit the enclosed Informational Presentation application materials for staff and the Urban Design Commission's review and consideration at their October 6, 2021 meeting.

**Team Structure:**

**Owner:** Subtext Development  
Attn: Mitch Korte, Dev. Manager  
3000 Locust Street  
St. Louis, MO 63103

**Architect:** ESG Architecture & Design  
Attn: Neil Reardon, Assoc. AIA, LEED AP  
500 S Washington Ave  
Minneapolis, MN 55415

**Survey & Engineer:** JSD Professional Services, Inc.  
Attn: Jessica Vaughn, AICP  
161 Horizon Drive, Suite 101  
Verona, WI 53593

**Landscape Design:** Damon Farber Landscape Architects  
Attn: Jesse Symykywicz, ASLA  
310 4<sup>th</sup> Avenue S Suite, 750  
Minneapolis, MN 55415

**Project Overview:**

The project site is generally located at the northwest corner of W Johnson and N Bassett streets in the heart of downtown Madison. Overall, the project site is comprised of eight parcels totaling roughly 0.65 acres in size and is zoned Urban Mixed Use. The project site is also within the City of Madison Downtown Plan Planning Area and subject to the design guidelines and building setbacks and height limitations noted therein. A summary of the proposed development is provided below.

We anticipate the development review process to include:

- Conditional Use Permit.
- Demolition Permit, and
- Urban Design Commission Initial/Final Approval.

**Development Summary**

- Site Area: 28,515 square feet (approx. 0.654 acres)
- Building Coverage: 22,844 SF
- Building Gross Square Footage: 278,269 SF
- Proposed Impervious Area: 27,633 SF (4,789 SF, plus building coverage 22,844 SF)
- Proposed Pervious Area: 882 SF
- Proposed Lot Coverage: 97% (building coverage, plus impervious)
- Building Height: 12 stories, with rooftop terrace
- Northeast Corner: 228' 6"
- Southwest Corner: 228'
- Proposed No. Units: 140-150 (1-5-bedroom units)
- No. of Bedrooms: 525-540
- FAR: 9.76
- Garage Parking Spaces: 110-120
- Short Term Bike Parking: 281

**Project Schedule**

Construction is expected to commence Fall of 2022 with completion in Fall of 2024.

Thank you for your time and consideration in review of this development proposal. Please do not hesitate to contact me regarding this matter or otherwise.

Respectfully submitted,

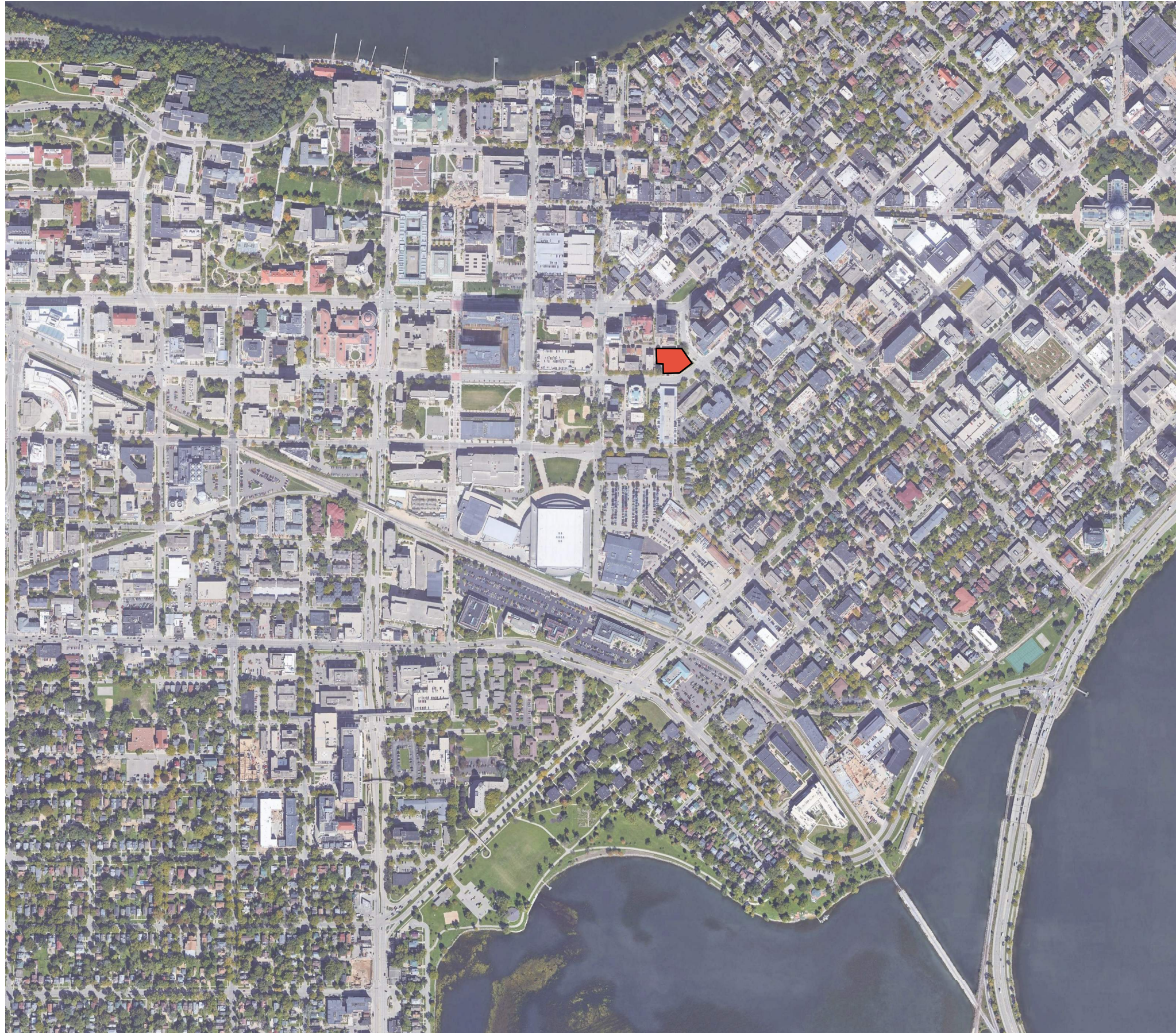


Jessica Vaughn, AICP  
Senior Planner

W JOHNSON ST +  
N BASSETT ST  
MADISON URBAN DESIGN COMMISSION  
INFORMATIONAL MEETING  
OCTOBER 6, 2021

subtext **esg** **JSD** *Professional Services, Inc.* **DF/**  
*• Engineers • Surveyors • Planners*

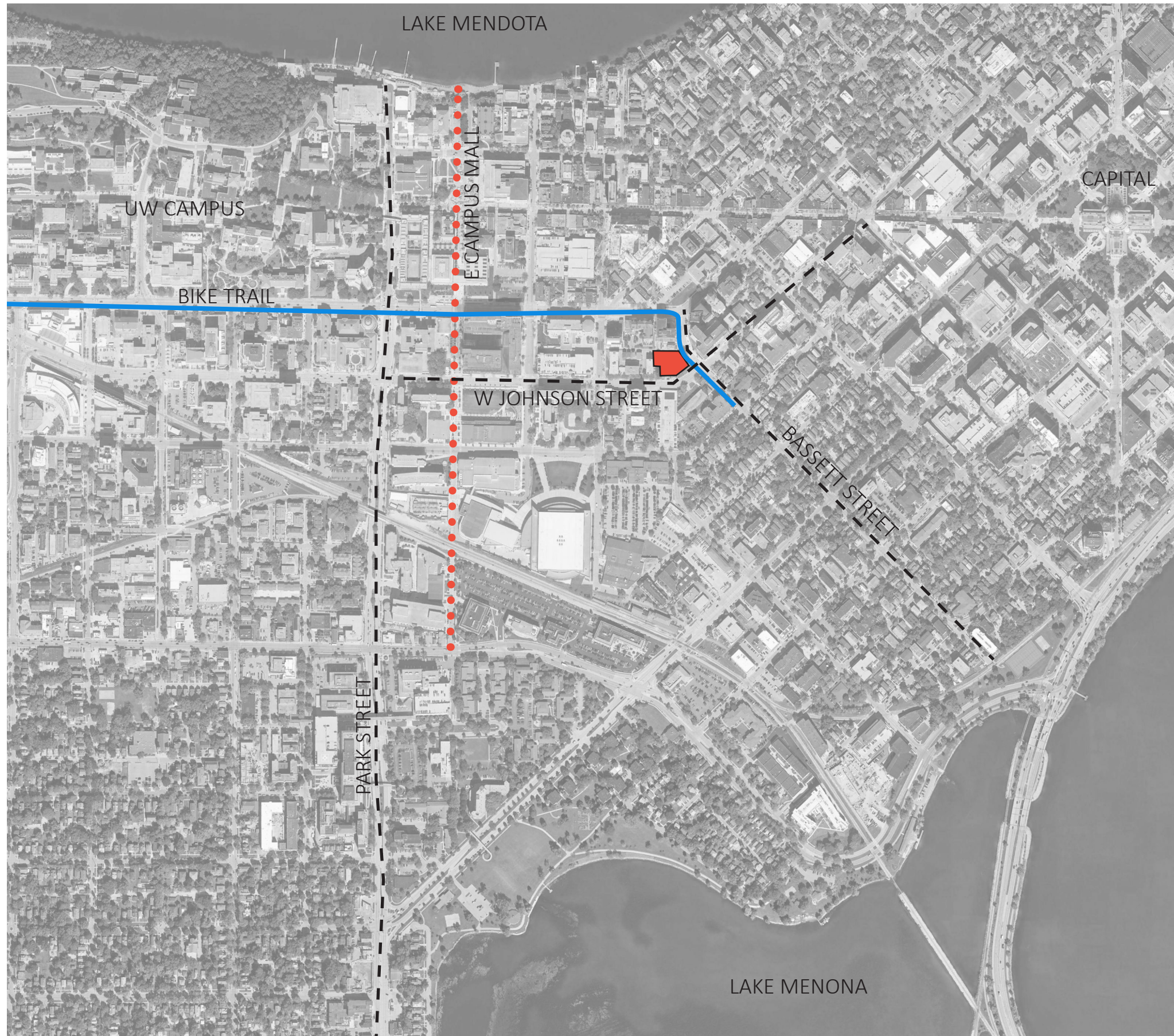




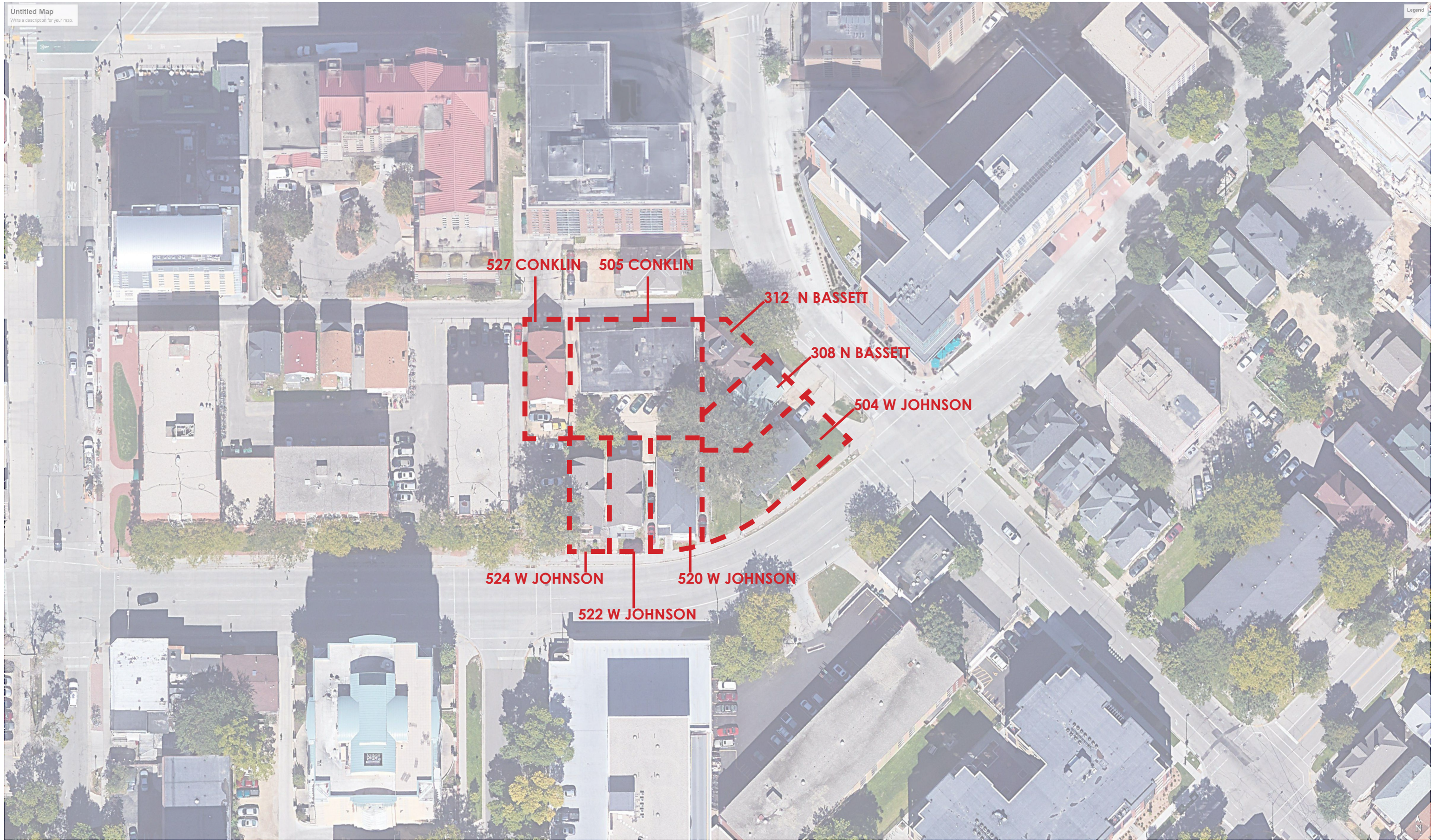
## W JOHNSON ST + N BASSETT ST

- CONNECTIVITY
- PROJECT SITE PARCELS
- EXISTING SITE CONDITIONS
- SITE DIAGRAM
- SITE PLAN
- FLOOR PLANS
- RENDERINGS

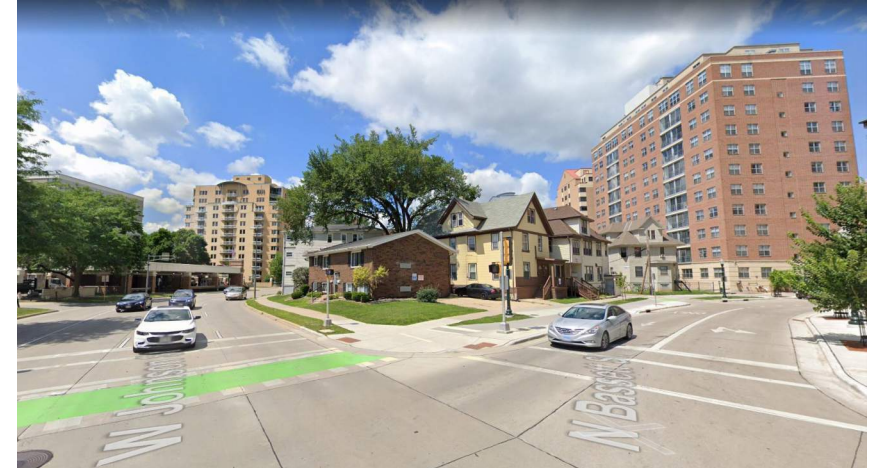
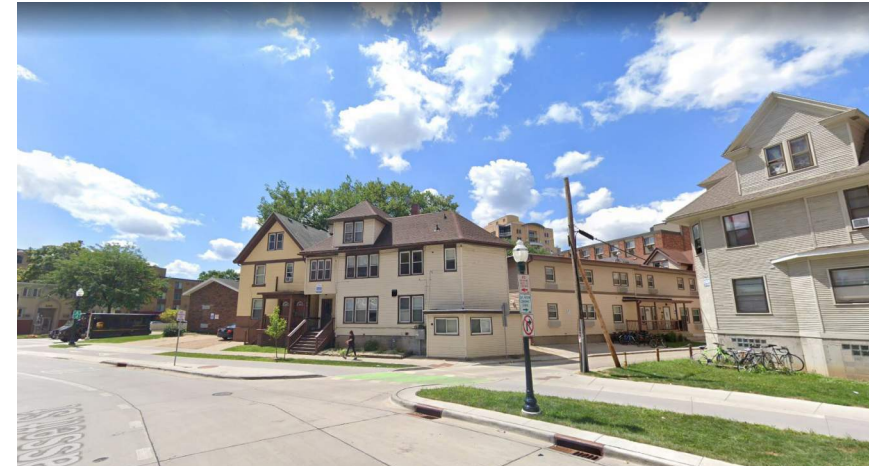




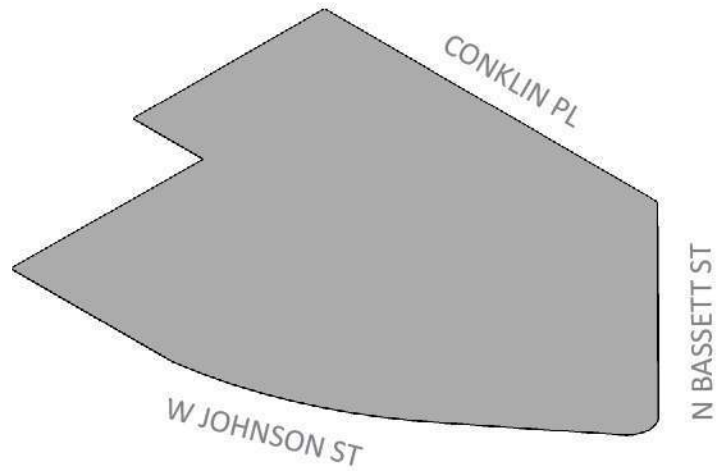




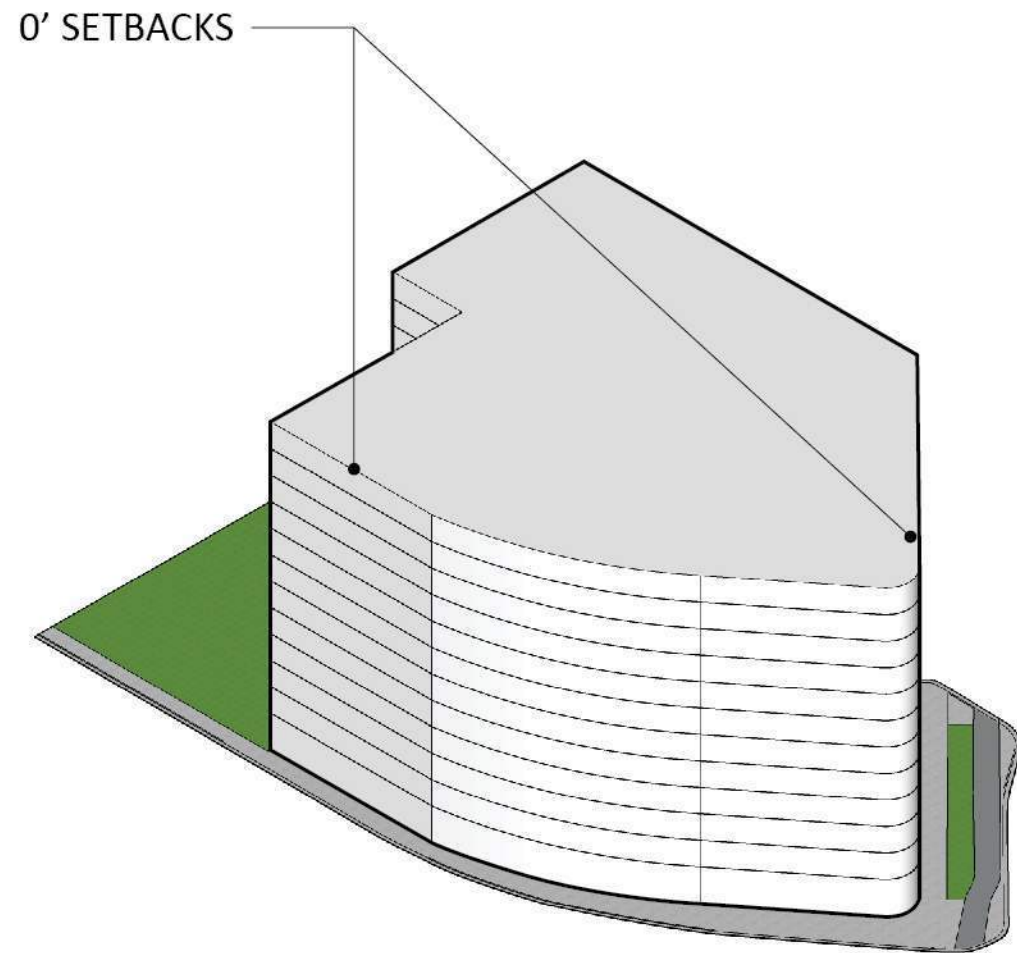




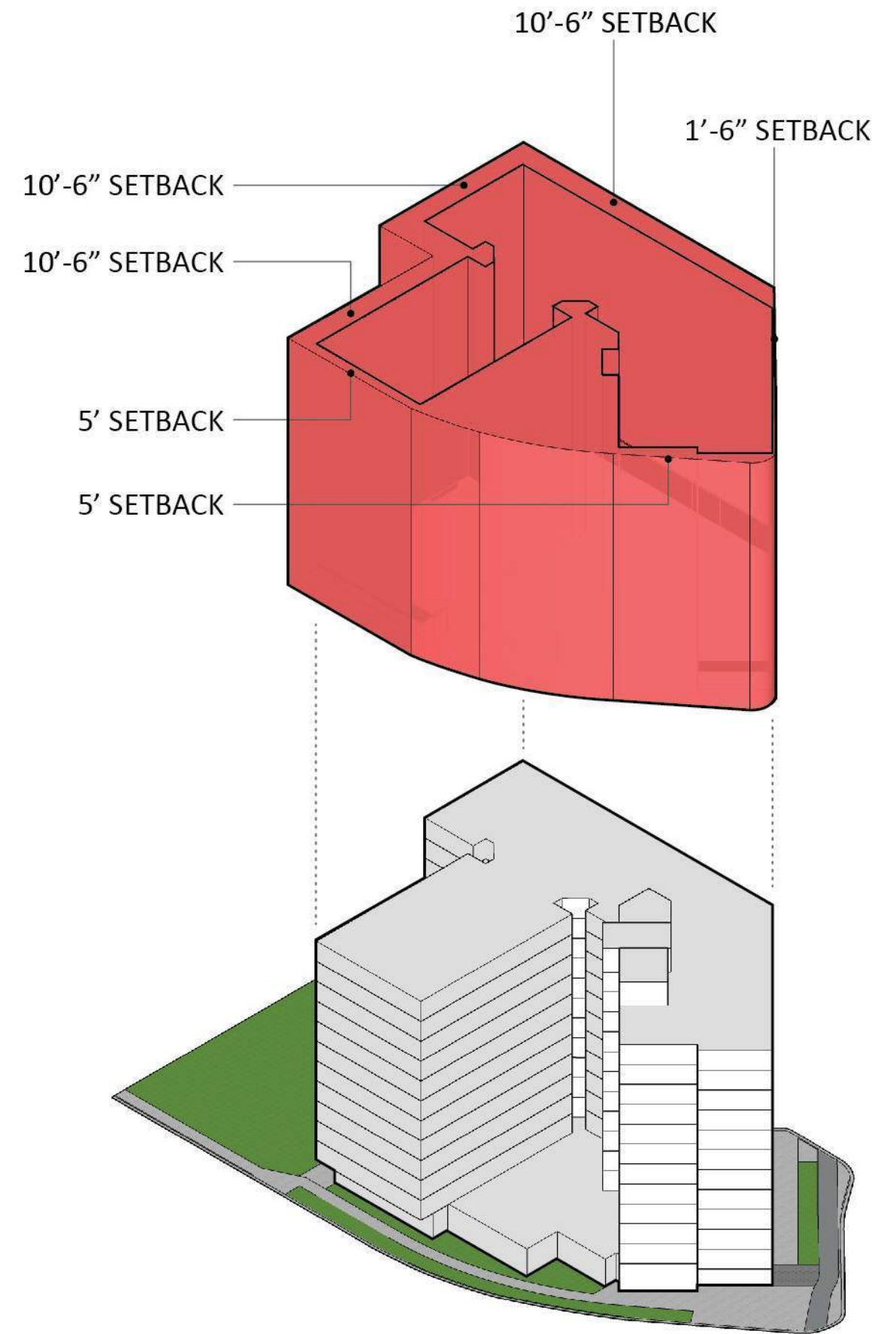




**SITE:** 0.65 Acres (28,500 SF)

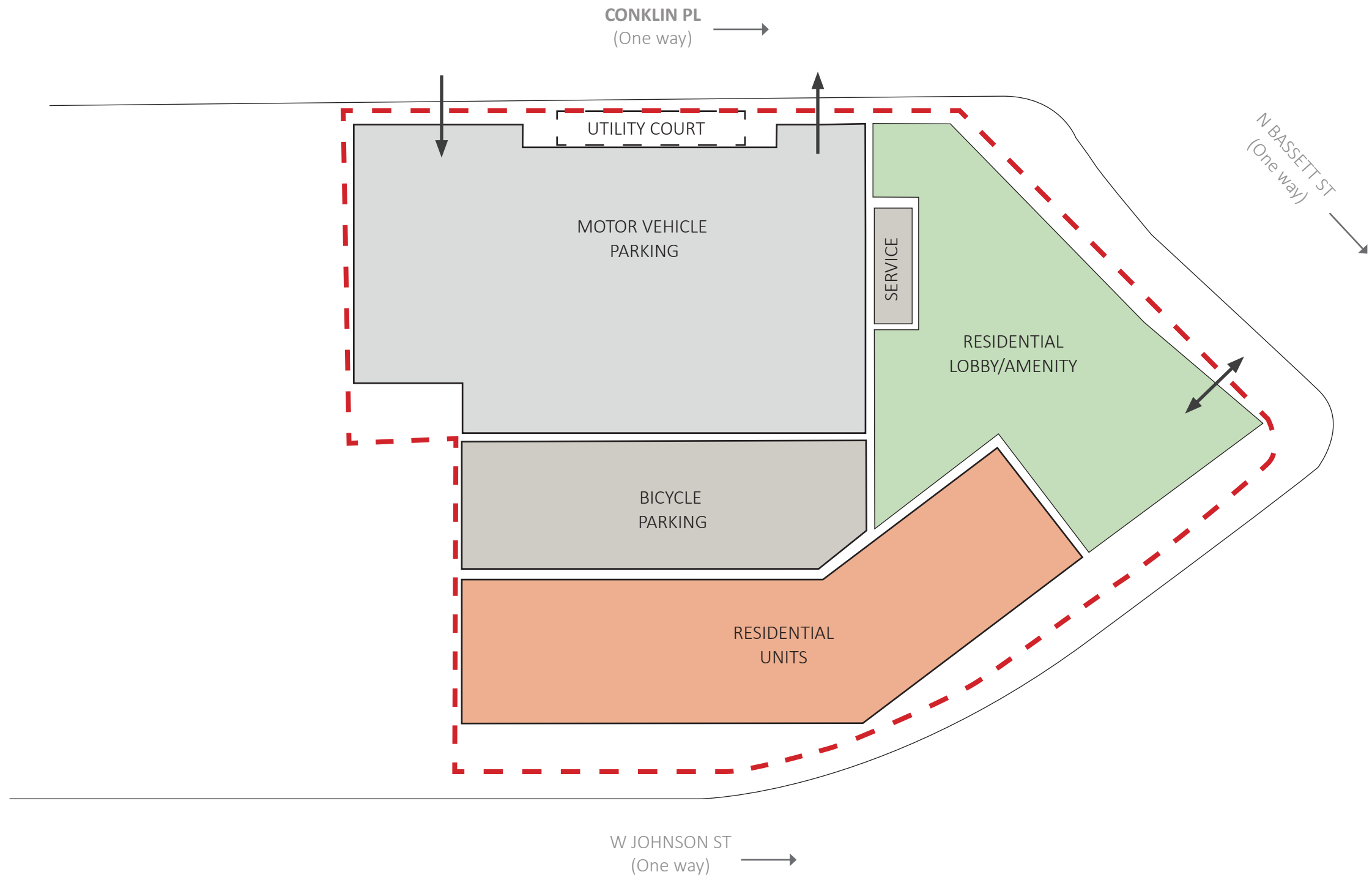


**SITE:** Maximum Build-Out

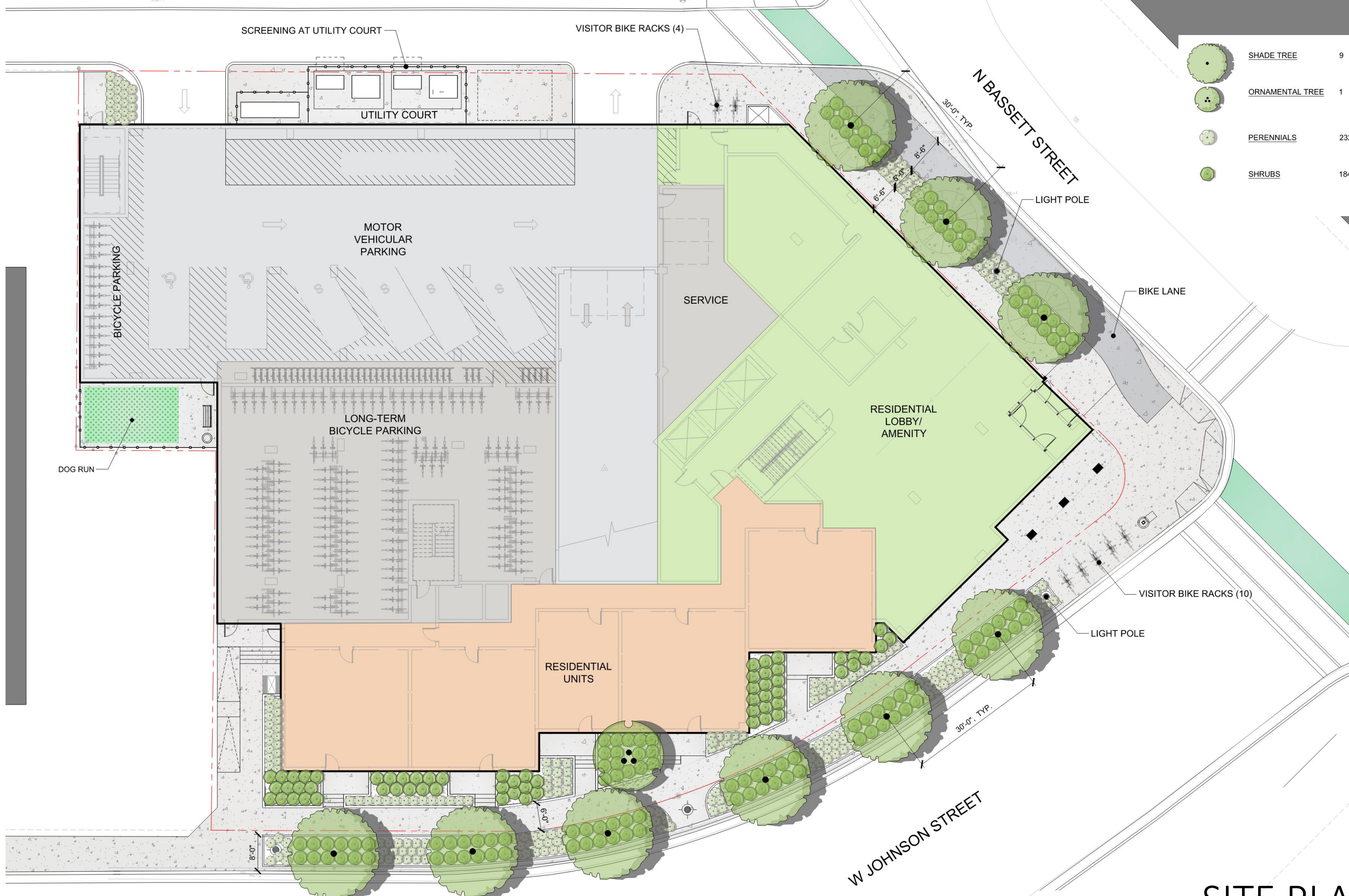


**SETBACKS**

# CONCEPT DIAGRAM



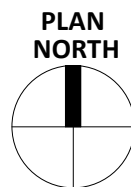
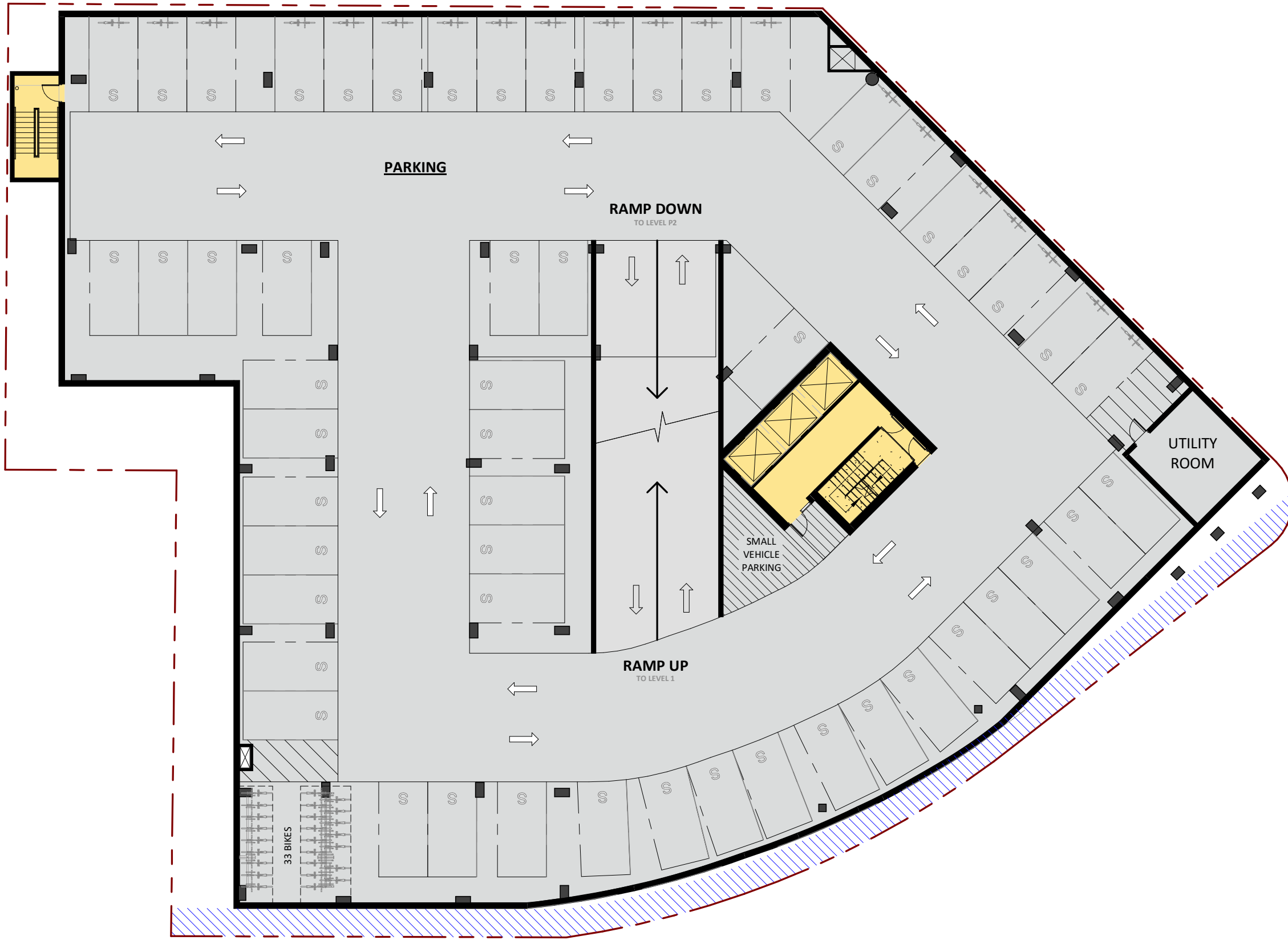




|  |                 |     |
|--|-----------------|-----|
|  | SHADE TREE      | 9   |
|  | ORNAMENTAL TREE | 1   |
|  | PERENNIALS      | 232 |
|  | SHRUBS          | 184 |





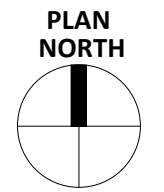


Scale: 1" = 20'-0"

# LEVEL P1 PLANS

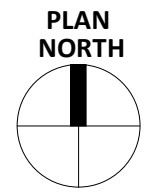


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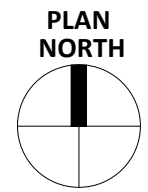




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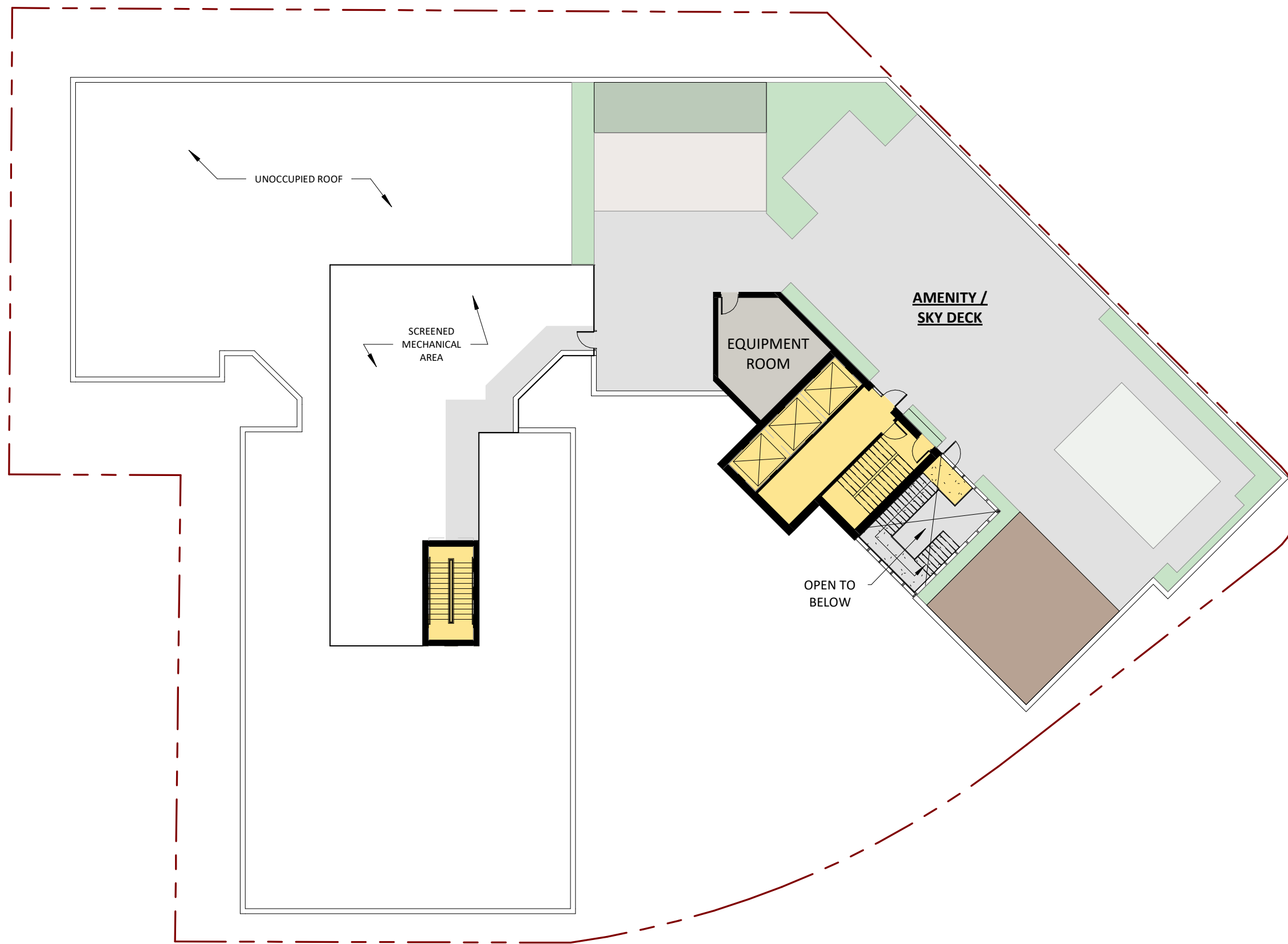


# LEVEL 3-11 PLANS



Scale: 1" = 20'-0"

# LEVEL 12 PLANS







LOOKING NORTH ON N BASSETT ST





LOOKING SOUTH ON N BASSETT ST



LOOKING WEST ON W JOHNSON ST





LOOKING NORTH ON W JOHNSON ST





LOOKING EAST ON W JOHNSON ST





CORNER VIEW





N BASSETT ST LEVEL 1 ELEVATION



